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CHICAGO-Performics, which provides pay-for-performance online customer acquisition and retention marketing, moves from 500 N. Michigan Ave. to 180 N. LaSalle St., where it is leasing 20,344 sf.

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CHICAGO-The e-commerce market is not dead yet, even though one of the most recent transactions involves a shift within the Central Business District. **Performics** is moving from its North Loop location at 500 N. Michigan Ave. to 180 N. LaSalle St. in the Loop, where it is leasing 20,344 sf.

Established in 1998, **Performics** was formerly known as **Dynamic Trade**. It provides pay-for-performance online customer acquisition and retention marketing. Its clients pay a fee only when a sale or customer lead is generated.

Senior managing director Laurence Morgan and Scott Kulberg of [Julien J. Studley, Inc.](#) represented **Performics**. Anita Pallardy represented the building owner, [Prime Group Realty Trust](#).

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